

## KEITH O'BRIEN CO.

# The Greatest Sale of Easter Novelty Jewelry Salt Lake Ever Saw or Will See in Many a Year.

Jewelry, such as is carried only by leading department houses and first-class jewelry stores. The stock is larger than this or any other store in the city ever carried.

The prices are so low that we must emphasize the statement that each article carries quality, style and expert workmanship. We state that each piece of jewelry and leather goods is of like character to that which Keith-O'Brien Co. and jewelry stores carry in stock all the time, and especially during the holiday season.

One of the largest jewelry manufacturers in the country failed recently. Following usual legal proceedings, our New York resident buyer made a cash offer for a considerable proportion of the stock. Keith-O'Brien Company was a large customer of the manufacturing firm, which finally went down under the strain of the depression. The managers, anxious to hasten a settlement and escape a long-drawn-out and expensive receivership, urged the acceptance of the cash offer. Later, the stock was divided with a large Eastern house, for it was more than we felt we could dispose of quickly in Salt Lake.

Regular prices have been quoted--in no instance has a value been inflated--rather, in many instances it is given at less than its real worth. Any one can tell the Jewelry, Hand Bags, etc., are BARGAINS by simply being assured as to the qualities--that they are not imitations, but standard merchandise. First choice is best--come early--the salespeople will not hurry you--but will help you

## Waist Pin Sets--

Fine gold filled, either two or three to the set. Satin or bright finish set with either three turquoise, pearls, garnets, amethysts or rubies. Guaranteed to give satisfaction. A set of three, regular 75c. Easter sale price 40c. Set of two, regular 50c; Easter sale price 25c.

## Beauty Pins--

An assortment of pins in various sizes and shapes, with stone settings or plain. Some small and some large; fine gold filled, guaranteed to give satisfaction. Sells regularly from 25c to 50c. Easter sale price 15c.

## Brilliant Bars--

Usually sold by the piece, but some are sold in sets of two and three. Ours are 14-kt. gold on sterling silver set with 7 and 9 brilliant white stones or pearls. Guaranteed for 5 years. Sells regularly for 35 and 50c. Easter sale price 25c.

## Brilliant Bars--

Set with 11 and 13 brilliant white stones or pearls; also guaranteed for 5 years. Sells regularly for 75c and 85c. Easter sale price 50c.

Set with 15 and 17 brilliant white stones or pearls. Guaranteed for 5 years. Regular price 95c and \$1.25. Easter sale price 75c.

## Gold-Filled Barrettes--

Small and medium sizes 50 dainty patterns, either Roman, satin or bright finish. They are copies of solid gold goods. Sells regularly for 75c and 95c. Easter sale price 50c.

## A Fad for Horse Shoe Brooch Pins--

These come in small, medium and large sizes, have German silver backs, strong catches and pins. Set with white stones or white stones and imitation ruby, or white stones and imitation emeralds, or white stones and imitation sapphires. Regular price 95c. Easter sale price 50c.

## Brilliant Hat Pins--Very Popular--

These vary in size, some small, some medium and some large and very large. Fine gold filled with brilliant settings and sells regularly for \$1.25, \$1.45, \$1.75 and \$1.95. Easter sale price 95c. The 75c and \$1.00 size for 50c.

## Toilet Sets--

We have held over from the fall season 43 beautiful sterling silver toilet sets from a three-piece to a twelve-piece combination, such as comb, brush and mirror, etc. Regular price \$14.75 to \$38.50. Easter sale one-quarter off these prices.

## Hand Bags--

A quantity of skins were purchased by the manufacturer from a tannery at practically his own price.

These skins were made up in bags of this season's styles and colors. The lot consists of real seal, real walrus, real English morocco, real alligator, patent leather and buffed alligator. Both double and single handles. Leather lined, covered and un-covered, riveted frames; have protected corners; large leather pocket on the inside, which contains a coin purse to match the bag. These bags would retail for \$7.50 to \$14.95 if bought in the regular way. Easter sale price each \$4.95.

## Silk Belts--

A beautiful lot of white silk belts, slightly soiled. Regular price from \$1.95 to \$6.95. Easter sale price each \$1.25.



## Finest Quality White Stone Jewelry--

Any number of brooches in over 150 designs, such as crescents, stars, sunbursts, flowers, leaves, horseshoes, anchors, hearts, crowns, bow knots, crosses and plain bars, etc. These are 14-kt. gold on sterling silver, and are set with the finest quality of white brilliant stones. Each brooch in an individual plush box. The regular prices would be from \$2.95 to \$15.00. Easter sale HALF PRICE.

## Scarf Pins--

Scarf pins were never more worn than at the present day. Ours are 14-kt. gold on sterling silver. We have over 250 pieces and as many designs, with pearl or with finest brilliant white stone settings, or the combination of white stones and pearls. Each pin in an individual plush box. Valued up to \$6.75 each. Easter sale price--each \$1.95.

## Barrettes--Every Woman Knows it is Almost Impossible to Do Without a Barrette of Some Kind

We will include in our Easter sale all of our Barrettes made of 14-kt. gold on sterling silver and set with finest quality of brilliant white stones or pearls, or the combination of both. Makes a handsome effect. Values to \$7.95. For the Easter sale, each \$1.95.

## Mesh Bags--

These are very popular for afternoon and evening use. Made of finest German silver, white kid lined, chain handle, 4 1/2, 5 and 6-inch frame. Regular \$8.95, \$10.95 and \$12.95. Easter sale price, choice for \$4.95. Twelve designs of etched frames and 6 different shapes.

## Fine Gold-Filled Hat Pins--

75 different shapes and patterns; fine gold filled. The 50c size for the Easter sale 33c. The 75c size for the Easter sale 45c. The 95c size for the Easter sale 63c.

## Large Hat Pins are the New Idea This Season--

An assortment of 72 fancy designs, assorted stone settings in Roman, rose, silver or oxidized finish; extra large. They vary in price according to size and number of stone settings. Worth \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50 and \$2.75. In the Easter sale for 95c. The 95c kind for 50c.

## Metalized Rose Hat Pins--

Small, medium and large size roses, in red, pink, yellow, lavender and purple colors. Regular 25c, 35c and 50c. Easter sale price, each 19c.

## Combination Waist Sets--

These are fine gold filled, the majority are hand etched in a dozen or more patterns, with two and three waist pins and a collar pin in either rose, satin or a bright finish. Comes also in oxidized silver and black enamel. Regular price 50c. Easter sale price 25c set.

## Waist Sets--

15 different shapes; hand engraved in as many different designs; also plain to be engraved with your initials. Solid gold fronts; have guaranteed catches and pins. Initials engraved free. Regular price \$2.25, \$2.45, \$2.75 and \$3.00. Easter sale price \$1.60 set.

## Mounted Combs--

These are of the highest grade, being hand finished. They are better than the average comb sold at the same price. Have mounted, fine gold filled band, either beaded or plain; amber, gray or shell color. Regular price \$1.25, \$1.50, \$1.75. Easter sale price 95c. Guaranteed for 5 years.

## Belt Pins and Buckles--

There are about 150 pieces in the lot. Gold or silver finish, either plain or with stone settings. Values up to \$2.50 each. Easter sale 50c.

## Bracelets--

There are about 2000 pieces in all. Fine gold filled; some plain, some are set with various colored stones, in a number of odd shapes and sizes. Have been sold from \$4.25 to \$9.50. Easter sale price \$2.45.

## EASTER SALE OF PERFUMES!

L. T. Rivers' imported perfumes--sell everywhere for \$1.00 an ounce. Our regular price 90c. Easter sale price 75c ounce. The odors are:

SAPRANOR. LE TREFFLE.  
AZUREA. ROSIRIS.  
POMPEIA. VIOLETTE DUCALE.  
FLORMYE. VIRITZ AND  
OREADE.

## Roger and Gallet's Imported Perfumes--

Sold everywhere for \$1.00 an ounce. Our price 90c an ounce. Easter sale price 75c an ounce. The odors are:

JOCKEY CLUB. VERA VIOLETTA.  
WHITE ROSE. INDIAN HAY.  
BOUQUET DES ARMOURS. WHITE HELIOTROPE.  
RUBIDIA.

## A. Bourjois & Co. Imported Perfumes--

Vary in price from 90c to \$2.00 an ounce. Easter sale price 75c.  
MANON LESCANT. L'AIGLON.  
PRIMA ROSA. PRIMA VIOLETTA.  
PEAU DE ESPAGNE. VIOLETTE REVEE.

## Ed. Pinard's Imported Perfumes--

Sold elsewhere for \$1.00 and \$2.00 an ounce. Our price 90c an ounce. Easter sale price 75c an ounce.

WHITE VIOLET. PARFUME BANZAI.  
VIOLETTE DE PARME. PARFUME FLIRT.

## Imported Perfumes from Well-Known Perfumers--

Violets, "Ambre Royal" and violets "Bouquet Farnese." Sold elsewhere for \$1.00. Easter sale price 75c an ounce.

P. Wolff's "Divina," sold elsewhere for \$1.50 an ounce. Easter sale price 75c an ounce.

Guerlain's "Jicky," sold elsewhere for \$1.00; our regular price 90c an ounce. Easter sale price 75c an ounce.

## Houbigant's Imported LeParfum "Ideal"--

Sold elsewhere for \$2.00 an ounce; our price \$1.90. Easter sale price, \$1.40 an ounce.

## Payan's Imported Perfumes--

Sells regularly for \$1.00 an ounce. Easter sale price 50c an ounce. Wood Violet, Carnation, Newmann Hay, Crab Apple, Lily of the Valley, Trefle, White Lilac, Sweet Peas, Genet and White Heliotrope.

## Rucksecker's Perfumes--

50c an ounce. Rose Royal, Jockey Club, Gyp, Carnation Pink, Rose Geranium, Golf Queen, Ping Pong, Royal Heliotrope, Apple Blossom, Indian Lilies, and Japan Plum Blossom.

## Colgate Perfumes--

At 35c an ounce. La France Rose, Dactylis, Italian Violets, Monad Violet, White Rose, Carnation, White Lilac, Heliotrope, Caprice, Cashmere Bouquet, Lily of the Valley and Robinia.

## Sachets at 50c an Ounce--

Imported and domestic makes, sold regularly up to 75c an ounce. Easter sale price 50c an ounce. Azura, Le Trefle, Safranor, Violet, Charmosa, Italian Violet, Pompeia, Flormye, Carnation, Wood Violet, Rose, Chrysis, Elaiace, Heliotrope, Gyp, Ping Pong, Golf Queen and Rose Royal.

## Rucksecker's Edgewood Violet Toilet Water--

Small size ..... 50c Easter sale price ..... \$1.50  
Large size ..... \$1.00 Quart size, regular ..... \$4.50  
Pint size, regular ..... \$2.40 Easter sale price ..... \$3.25